

EMA

2500058566

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECHOSLOVAKIA

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

RUMANIA

SAUDI ARABIA

2500058567

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES DOMESTIC

YUGOSLAVIA

2500058568

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	18.1	19.1	18.9	19.6	15.9	
PER CAPITA CONSUMPTION	833	852	820	810	641	
COMPANY SHARES (%)						
1) SNTA	93.7	89.0	92.5	92.5	90.5	
2) PHILIP MORRIS	0.7	4.3	2.9	4.5	6.4	
3) R.J. REYNOLDS	1.0	2.9	3.4	3.0	3.1	
4) ROTHMANS INTERNATIONAL	4.6	3.8	1.2	--	--	
COMPANY SHARES - INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	11.2	39.1	38.9	60.8	67.6	
2) R. J. REYNOLDS	15.9	26.4	45.4	39.2	32.4	
3) ROTHMANS INTERNATIONAL	72.9	34.5	15.7	--	--	
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	2
D) MAGAZINES				2	2	2
E) COUPONS				2	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				3	2	2

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EEMA 1

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				--	--	--
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				--	--	--

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EEMA 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.6	15.6	15.2	14.5	14.1	14.4
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.6	7.6
PER CAPITA CONSUMPTION	2059	2054	2057	1968	1912	1895
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29	N.A.	31.0	31.0	31.0	
% OF FEMALE POPULATION	24	N.A.	25.0	25.0	25.0	
% OF MALE POPULATION	34	N.A.	38.0	38.0	39.0	
COMPANY SHARES %						
1) ATW	72.1	71.7	71.1	68.7	65.9	71.7
2) PHILIP MORRIS	6.2	6.5	7.9	9.5	10.9	12.5
3) BAT	6.0	5.5	5.1	5.0	4.5	4.7
4) REEMTSMA	4.4	4.3	4.2	4.3	4.3	4.1
5) OTHERS	11.3	12.0	11.7	12.5	14.4	7.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER							
1) MEMPHIS	ATW	ATW	10.8	16.5	18.0	18.5	19.2	23.2	
2) MILDE SORTE	ATW	ATW	11.5	10.5	10.6	11.6	11.6	13.1	
3) MARLBORO	PM	ATW	6.2	6.5	7.8	9.4	10.8	12.2	
4) HOBBY	ATW	ATW	15.7	14.5	12.7	11.2	9.9	8.7	
5) FALK	ATW	ATW	11.9	10.7	10.0	8.9	7.4	6.4	
6) DAMES	ATW	ATW	11.3	9.6	8.5	7.3	6.7	6.1	
7) HB	ATW	ATW	6.0	5.5	5.1	5.0	4.5	4.2	
8) ERNTE 23	REEMTSMA	ATW	4.4	4.3	4.2	4.3	4.3	4.1	
9) CASABLANCA	ATW	ATW	---	---	0.6	1.2	2.3	2.7	
10) SMART EXPORT	ATW	ATW	4.0	3.6	3.3	2.9	2.5	2.2	

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(AUSTRIA)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	99.5	99.5	99.6	99.6	99.7	99.0
FILTER MENTHOL	---	---	---	---	---	---
NON-FILTER	0.5	0.5	0.4	0.4	0.3	1.0
TAR & NICOTINE SEGMENTATION %						
LOW (10 MG.)	31.6	43.2	41.9	39.2	40.0	34.0
LENGTH SEGMENTATION%						
UP TO 80 MM (WITHOUT FILTER)	---	---	---	---	---	---
80-84 MM (WITH FILTER)	100.0	100.0	100.0	99.9	99.7	96.9
94 AND 100 MM (WITH FILTER)	---	---	---	0.1	0.3	3.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	53.9	49.2	44.8	40.6	36.2	35.3
FLIP TOP BOX	46.1	50.8	55.2	58.4	63.8	64.7
SHOULDER PACK	1.8	---	---	---	---	---
SLIDE AND SHELL	---	---	---	---	---	---
PRINCESS PACK	0.1	---	---	---	---	---
OTHER	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	2
D) MAGAZINES	3	3	3	3	3	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	1	1	1	2
G) BILLBOARDS	1	1	1	1	1	2
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	2

*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

(AUSTRIA)

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	36.7	N.A.	34.3	33.3	33.3	
PIPE TOBACCO (THOUSAND KILOS)	170.0	N.A.	140.3	129.5	119.0	
ROLL YOUR OWN (THOUSAND KILOS)	135.0	N.A.	146.3	146.8	148.9	
CHEWING TOBACCO (THOUSAND KILOS)	0.9	N.A.	0.5	0.7	0.6	
SNUFF (THOUSAND KILOS)	7.2	N.A.	7.0	7.1	7.1	

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.7	0.6	0.6	0.5	0.6	0.6
PER CAPITA CONSUMPTION	1609	1388	1307	1186	1189	1230
COMPANY SHARES (%)						
1) ROTHMANS INTERNATIONAL	50.5	45.4	41.0	37.0	36.0	32.6
2) PHILIP MORRIS	12.3	15.8	20.0	20.8	23.9	30.0
3) B.A.T.	22.7	22.8	20.8	17.4	16.1	17.0
4) R. J. REYNOLDS	2.6	1.9	5.3	11.6	12.0	9.9
5) BROWN & WILLIAMSON	5.1	5.2	5.1	6.0	6.0	3.9
6) GALLAHER	5.1	6.1	4.5	4.0	3.5	3.4
OTHERS	1.7	2.9	3.2	3.1	3.7	3.2
BRAND FAMILY SHARES %						
1) MARLBORO						
2) ROTHMANS						
3) PLAYERS GOLD LEAF						
4) L&M						
5) DUNHILL						
6) DORCHESTER						
7) CRAVEN A						
8) JUBILEE						
9) KENT						
10) SILK CUT						
MANUFACTURER						
1) MARLBORO	11.0	14.4	18.2	18.9	19.5	19.8
2) ROTHMANS	21.0	17.9	16.0	15.7	15.1	15.4
3) PLAYERS GOLD LEAF	16.9	13.8	12.1	10.5	10.3	11.8
4) L&M	1.0	1.2	1.3	1.4	3.9	9.8
5) DUNHILL	21.3	19.1	16.6	11.4	9.8	8.3
6) DORCHESTER	---	---	---	2.1	3.9	4.9
7) CRAVEN A	1.4	1.4	1.7	3.8	5.4	4.1
8) JUBILEE	5.9	5.6	5.1	4.6	4.4	3.5
9) KENT	5.0	5.1	4.9	5.1	5.0	3.4
10) SILK CUT	3.9	4.3	3.9	3.7	3.2	3.0
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12 MG)	90.1	86.3	81.8	77.2	76.2	74.0
LIGHTS (6-10 MG)	9.1	11.2	15.6	19.5	20.9	23.0
SUPERLIGHTS (<6 MG)	0.8	2.5	2.6	3.3	2.9	2.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1985	1986	1987	1988	1989	1990
BY BLEND						
UNITED KINGDOM	78.5	74.6	67.2	61.3	60.8	59.8
US	20.2	23.1	30.1	36.6	38.7	39.8
OTHERS	1.3	2.3	2.7	2.2	0.5	0.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.7	2.1	2.3	2.0	1.9	1.8
PREMIUM	59.1	62.6	64.6	40.4	38.6	35.6
BELOW PREMIUM	6.7	8.4	5.9	23.0	21.7	20.2
MEDIUM	6.6	15.0	13.6	2.6	2.6	2.4
LOW	23.8	7.2	7.7	12.3	11.2	15.3
CHEAP	2.1	4.8	5.8	19.7	23.9	24.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

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(BAHRAIN)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				*3	*3	3
D) MAGAZINES				1	1	1
E) COUPONS				2	1	1
F) POINT OF SALE				3	3	3
G) BILLBOARDS				3	2	2
H) CINEMA				2	2	2
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*QUARTER PAGE MAXIMUM SIZE

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	17.0	16.5	16.5	16.5	16.5	16.5
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.9	8.9	8.9
PER CAPITA CONSUMPTION	1,910	1,854	1,854	1,854	1,854	1,854
COMPANY SHARES (%) (IMPORTS SEGMENT)						
1) PHILIP MORRIS	48.3	55.8	42.8	46.1	43.1	42.3
2) ROTHMANS	18.0	9.8	11.5	11.0	14.7	14.2
3) B&W	16.2	14.7	20.6	20.7	19.8	10.9
4) R.J. REYNOLDS	5.5	4.1	9.9	9.6	12.2	6.6
5) B.A.T. (GERMANY HB)	1.3	10.3	6.1	4.8	3.4	4.7
6) REEMTSMA	1.5	0.5	2.2	2.9	3.8	3.3
7) B.A.T. (UK)	3.2	2.1	2.9	1.7	1.6	1.9
8) BRINKMANN	6.1	2.7	3.1	3.2	1.4	1.9
9) OTHERS	---	---	---	---	---	4.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2
B) RADIO	2
C) NEWSPAPERS	2
D) MAGAZINES	2
E) COUPONS	N.A.
F) POINT OF SALE	1
G) BILLBOARDS	2
H) CINEMA	2
I) SAMPLING	1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

*YES
NO
N.A.

SPECIFIC T&N NUMBERS ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO
NO
N.A.

*BUT NOT IMPLEMENTED BY STATE LICENSE

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EEMA 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECHOSLOVAKIA

TOTAL CIGARETTE CONSUMPTION (BILLIONS) 24.2
 POPULATION TOTAL (MILLIONS) 16.0
 PER CAPITA CONSUMPTION 1,513

COMPANY SHARES (%) (INTERNATIONAL SEGMENT)

1985	1986	1987	1988	1989	1990
18.4	19.2	11.0	12.1	19.8	37.6
12.2	17.3	15.7	16.2	18.6	15.0
25.2	25.1	18.0	23.7	18.6	14.1
7.5	7.7	8.6	15.0	9.5	10.0
17.6	16.0	14.5	10.4	11.1	8.4
5.7	2.8	8.2	11.6	11.1	7.4
13.4	6.8	16.1	9.8	7.8	5.2
---	5.2	1.8	1.2	3.5	2.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

B) RADIO

C) NEWSPAPERS

D) MAGAZINES

E) COUPONS

F) POINT OF SALE

G) BILLBOARDS

H) CINEMA

I) SAMPLING

2
2
3
3
3
3
3
3
3
3

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECHOSLOVAKIA

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						YES*
B) CARTONS						NO
C) ADVERTISING						NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						NO
B) CARTONS						NO
C) ADVERTISING						NO

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EEMA 12

NAME OF MARKET: EGYPT

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	43.3	45.8	48.7	45.3	43.5	42.6
PER CAPITA CONSUMPTION	902	923	990	863	821	820
COMPANY SHARES (%)	95.3	96.5	96.9	97.1	96.9	96.0
1) LOCAL MONOPOLY						
2) PHILIP MORRIS (LIC. 1986)	2.4	2.5	2.5	2.2	2.2	3.1
3) ROTHMANS INTERNATIONAL (LIC 1986)	1.7	0.6	0.4	0.3	0.4	0.4
OTHER INTERNATIONAL	0.6	0.4	0.2	0.4	0.5	0.5
BRAND FAMILY SHARES %						
BRAND NAME						
1) CLEOPATRA	91.2	93.4	94.7	94.4	93.8	92.6
2) OTHER LOCAL	4.1	3.1	2.2	2.7	3.1	3.4
3) MARLBORO	2.2	2.5	2.5	2.2	2.2	3.1
4) ROTHMANS	1.5	0.6	0.4	0.3	0.4	0.3
5) KENT	0.4	0.1	0.2	0.2	0.2	0.2
6) MERIT	0.2	--	--	--	--	--
MARKET SEGMENTATION (%)						
FILTER	100.0	100.0	100.0	100.0	100.0	100.0
NON-FILTER	--	--	--	--	--	--
TASTE CATEGORY SEGMENTATION %						
HIGH/FULL FLAVOR	99.6	99.9	94.8	96.4	97.4	97.9
LOW	0.4	0.1	5.2	3.6	2.6	2.1
SEGMENTATION BY CIG. LENGTH (%)						
80/85 MM	47.6	58.5	69.0	74.7	77.8	80.4
100 MM	52.4	41.5	31.0	25.3	22.2	19.6

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(EGYPT)

	1985	1986	1987	1988	1989	1990	
SEGMENTATION BY PACK TYPE							
SOFT	94.8	96.0	91.3	93.5	94.4	94.5	
BOX	5.2	4.0	8.7	6.5	5.6	5.5	
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	
SEGMENTATION BY BLEND							
ORIENTAL	95.3	96.5	96.9	97.1	96.9	96.0	
U.S.	2.9	2.9	2.7	2.4	2.5	3.5	
UNITED KINGDOM	1.8	0.6	0.4	0.4	0.6	0.5	
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	
COMPANY SHARES-INTERNATIONAL SEGMENT (%)							
1) PHILIP MORRIS	50.5	72.4	81.2	77.2	71.5	79.0	
2) ROTHMANS INTERNATIONAL	36.4	16.4	11.4	11.2	14.6	9.5	
3) BROWN & WILLIAMSON	8.7	4.6	5.1	6.7	6.8	4.8	
4) R. J. REYNOLDS	1.8	5.8	0.3	1.2	2.4	4.0	
5) GALLAHER	0.5	0.1	1.0	2.2	3.1	1.9	
6) B.A.T.	1.2	0.5	0.9	1.5	1.6	0.7	
7) AMERICAN TOBACCO	--	--	--	--	--	0.4	
OTHERS	0.9	0.2	0.1	--	--	--	
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT (%)							
1) MARLBORO	PHILIP MORRIS	46.4	70.2	81.2	77.2	71.5	79.0
2) ROTHMANS	ROTHMANS INTERNATIONAL	33.0	16.0	11.4	11.2	13.4	7.7
3) KENT	B&W	8.7	4.6	5.1	6.7	6.8	4.6
4) WINSTON	R.J. REYNOLDS	--	--	--	0.6	1.7	3.2
5) SILK CUT	GALLAHER	0.5	0.1	1.0	2.2	3.1	1.9
6) DUNHILL	ROTHMANS INTERNATIONAL	2.5	0.4	--	--	1.2	1.8
7) CAMEL	R.J. REYNOLDS	1.8	5.8	0.3	0.6	0.6	0.8
8) DU MAURIER	B.A.T.	1.2	0.5	0.9	1.5	1.6	0.7

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(EGYPT)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				-	-	3
F) POINT OF SALE				3	3	3
G) BILLBOARDS				3	3	3
H) CINEMA				2	2	2
I) SAMPLING				1	1	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

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EEMA 15

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.8	7.2	7.7	7.4	7.7	7.1
PER CAPITA CONSUMPTION	1,388	1472	1569	1505	1552	1440
COMPANY SHARES (%)						
1) PHILIP MORRIS	55.6	58.6	59.9	62.3	63.6	65.5
2) SUOMEN-TUPAKKA (BAT)	21.5	20.3	20.1	19.8	19.0	18.3
3) RETTIG	17.5	16.2	15.3	13.2	12.4	11.4
4) R. J. REYNOLDS	1.2	1.2	1.6	2.0	2.5	2.7
5) AMER-TUPAKKA	4.0	3.3	3.0	2.6	2.4	1.9
OTHERS	0.2	0.4	0.1	0.1	0.1	0.2
BRAND FAMILY SHARES (%)						
1) MARLBORO	41.8	44.8	44.4	45.6	45.8	46.7
2) BELMONT	13.2	13.3	15.1	16.2	17.5	18.3
3) NORTH STATE	17.7	16.5	15.8	14.7	14.0	12.8
4) COLT	9.1	8.8	8.4	7.2	6.8	6.3
5) BARCLAY	1.8	2.1	2.6	3.0	3.6	4.2
6) RETTIG'S LIGHT	4.0	4.0	3.9	3.7	3.5	3.2
7) CAMEL	1.0	1.1	1.5	2.0	2.4	2.6
8) FORM	3.2	2.7	2.3	2.0	1.7	1.5
9) ARMIRO	2.6	2.3	2.0	1.7	1.6	1.5
	MANUFACTURER					
	PM					
	PM					
	SUOMEN TUPAKKA					
	RETTIG					
	B.A.T.					
	RETTIG					
	R.J. REYNOLDS					
	AMER TUPAKKA					
	RETTIG					
MARKET SEGMENTATION (%)						
FILTER	99.0	99.0	99.4	99.5	99.6	99.7
NON-FILTER	1.0	1.0	0.6	0.5	0.4	0.3
TASTE CATEGORY SEGMENTATION (%)						
HIGH/FULL FLAVOR	69.1	69.1	66.9	64.8	62.3	60.3
MEDIUM (6-10MG)	19.9	19.7	20.5	21.4	22.4	23.2
LOW (0-5MG)	11.0	11.2	12.6	13.8	15.3	16.5

2500058584

EEMA 16

(FINLAND)

	1985	1986	1987	1988	1989	1990
<i>SEGMENTATION BY PACK TYPE</i>						
BOX	34.3	34.9	37.1	37.2	39.7	40.6
SOFT	65.7	65.0	62.8	62.7	60.3	59.4
PRINCESS	0.1	0.1	0.0	0.0	0.0	0.0
<i>FILTER SEGMENTATION</i>						
FILTER	98.8	99.2	99.4	99.5	99.6	99.7
NON-FILTER	1.2	0.8	0.6	0.5	0.4	0.3
<i>SEGMENTATION BY SIZE</i>						
60-75 MM	21.1	19.1	18.1	16.6	15.6	14.3
76-82 MM	76.5	77.8	77.9	78.4	78.0	78.5
83-85 MM	2.2	2.8	3.0	3.8	5.6	6.6
86 AND ABOVE	.3	.4	.9	1.2	0.8	0.7
<i>MENTHOL SEGMENTATION</i>						
MENTHOL	5.0	5.4	6.1	7.3	8.5	9.6
NON-MENTHOL	95.0	94.6	93.9	92.7	91.5	90.4

2500058585

(FINLAND)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				*2	*2	2
D) MAGAZINES				*2	*2	2
E) COUPONS				2	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N/A PROHIBITED		N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N/A PROHIBITED		N/A

*TRADE PRESS PERMITTED

2500058586

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	NA	NA	0.5	0.5	0.4	N.A.
PER CAPITA CONSUMPTION			405	430	430	
COMPANY SHARES (%)						
1) ROTHMANS			49.8	47.1	51.6	
2) BOLLORE			31.0	39.0	38.1	
3) PM			14.5	10.2	7.3	
4) SEITA			3.9	2.9	2.2	
5) BAT			0.6	0.7	0.4	
6) R.J. REYNOLDS			0.2	0.1	0.0	
BRAND FAMILY SHARES (%)	MANUFACTURER					
1) DUNHILL	ROTHMANS		41.4	41.3	46.5	
2) GABONAISES	SOFICAL		25.3	31.9	29.2	
3) SPRINT	SOFICAL		5.5	7.2	8.9	
4) MARLBORO	PM		14.5	10.2	7.3	
5) CRAVEN	ROTHMANS		6.7	4.4	4.0	
6) GITANES	SEITA		2.6	1.8	1.4	
7) PETER STUYVESANT	ROTHMANS		1.0	0.9	0.9	
8) ROYALES	SEITA		0.4	0.5	0.4	
9) BENSON & HEDGES	BAT		0.5	0.6	0.3	
10) GAULOISES	SEITA		0.7	0.5	0.3	

2500058587

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				*2	*2	2
B) RADIO				**2	**2	1
C) NEWSPAPERS				2	2	1
D) MAGAZINES				2	2	1
E) COUPONS				-	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				***1	***1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						

*BANNED ON STATE CHANNEL, ALLOWED ON PRIVATE CUSTRY AGREEMENT NOT TO USE TV AD.

**BANNED EXCEPT FOR AFRICAN NO.1 STATION AND STATIONS.

***AT PRIVATE FUNCTIONS I.E. NIGHTCLUBS ETC.

889850009Z

EEMA 20

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.1	26.8	26.1	26.2	26.4	26.5
PER CAPITA CONSUMPTION	2442	2507	2441	2450	2505	2510
MARKET SEGMENTATION (%)						
LICENSEE	2.8	3.5	3.5	4.2	5.0	4.9
LOCAL BRANDS	97.2	96.5	96.5	95.8	95.0	95.1
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) PHILIP MORRIS	86.7	86.6	82.2	78.7	75.4	73.7
2) AUSTRIAN TABAKWERKE	13.3	12.9	12.4	11.9	11.4	11.0
3) R.J. REYNOLDS	--	0.5	5.4	9.4	10.7	11.0
4) BAT	--	--	--	--	--	2.5
5) R.I.	--	--	--	--	2.5	1.7
OTHERS	--	--	--	--	--	--

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	2	2	2
D) MAGAZINES	2	2	2
E) COUPONS	N/A	2	N/A
F) POINT OF SALE	3	*3	*3
G) BILLBOARDS	3	**3	2
H) CINEMA	2	2	2
I) SAMPLING	1	***1	1

*TO INDOOR

**OUTDOOR AND INDOOR

***INDOORS

2500058589

EEMA 21

NAME OF MARKET: HUNGARY

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	NO	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO
NO	NO	NO
PROHIBITED	NO	N/A

250058590

EEMA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.8	3.7	3.4	3.1	3.1	2.6	
PER CAPITA CONSUMPTION	387	373	349	272	263	226	
COMPANY SHARES (%)							
1) ROTHMANS INTERNATIONAL	13.9	16.6	20.2	27.4	29.6	36.5	
2) SITAB	49.1	43.7	37.5	34.0	29.7	29.0	
3) SEITA	20.9	23.7	25.3	16.1	17.6	18.6	
4) PHILIP MORRIS	11.4	13.0	13.6	14.6	15.3	13.4	
5) B.A.T.	4.2	2.7	3.1	7.2	7.3	2.3	
OTHERS	0.5	0.3	0.3	0.7	0.5	0.1	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) CRAVEN A	R.I.	11.9	14.1	16.6	22.7	24.0	28.4
2) MARLBORO	P.M.	11.4	13.0	13.6	14.6	15.3	13.4
3) FINE	SEITA	2.9	9.0	12.9	5.7	9.1	10.7
4) OLYMPIC	SITAB	10.1	10.9	9.5	9.2	8.9	9.1
5) JOB	SITAB	14.3	13.7	11.7	10.4	9.0	8.3
6) GOLDEN CLUB	SITAB	14.8	12.4	11.0	9.6	7.0	6.0
7) GAULOISES	SEITA	12.2	10.4	8.9	7.3	5.8	5.3
8) ST. MORITZ	R.I.	0.7	1.0	1.6	2.2	2.5	2.9
9) DUNHILL	R.I.	0.6	0.7	1.0	1.4	1.7	2.8
10) GITANES	SEITA	5.7	4.3	3.5	3.1	2.7	2.6

2500058591

EEMA 23

PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED.

A) TELEVISION				2	2	*3
B) RADIO				1	1	3
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				N/A	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	3
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*BY INDUSTRY VOLUNTARY AGREEMENT.

2500058592

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1985	1986	1987	1988	1989	1990 (A)
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.1	3.0	2.9	2.9	3.1	1.9
PER CAPITA CONSUMPTION	1,819	1729	1620	1450	1530	955
COMPANY SHARES (%)						
1) PHILIP MORRIS	40.9	41.7	42.4	42.3	44.2	45.5
2) ROTHMANS INTERNATIONAL	33.0	28.6	24.9	22.6	19.7	19.4
3) B.A.T.	13.6	14.0	13.8	12.7	13.0	12.9
4) BROWN & WILLIAMSON	5.7	7.9	9.8	11.0	9.0	8.0
5) R. J. REYNOLDS	2.9	2.1	2.5	2.9	3.4	3.8
6) GALLAHER	2.4	2.5	2.0	1.8	1.9	2.0
OTHERS	1.5	3.2	4.6	6.7	8.8	8.4
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1) MARLBORO	PHILIP MORRIS	38.2	38.4	38.5	37.4	38.8
2) ROTHMANS	R.I.	23.4	19.6	16.9	14.4	12.0
3) PLAYERS GOLD LEAF	B.A.T.	9.0	8.8	8.7	8.1	7.6
4) CLEOPATRA	EASTERN	0.6	1.6	2.9	4.7	7.1
5) VICEROY	B&W	1.9	3.6	4.4	5.9	4.5
6) CRAVEN A	R.I.	3.6	3.1	2.6	3.9	3.6
7) MERIT	PHILIP MORRIS	0.7	1.4	2.0	2.5	3.0
8) 555	B.A.T.	2.0	2.4	2.5	2.4	2.8
9) DUNHILL	R.I.	4.0	3.6	3.2	2.9	2.3
10) KENT	B&W	3.4	3.3	2.9	2.9	2.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12MG)		88.7	87.5	85.3	83.7	83.4
LIGHTS (6-10MG)		10.0	10.0	10.4	11.7	12.1
SUPERLIGHTS (<6MG)		1.3	2.5	4.3	4.6	4.5
BY BLEND						
UK		48.8	44.9	40.3	37.0	34.6
US		50.5	53.4	56.8	58.0	58.0
OTHERS		0.6	1.7	2.9	5.0	7.4
TOTAL		100.0	100.0	100.0	100.0	100.0

(A): KUWAIT MARKET CLOSED AUGUST 2, 1990 FOLLOWING INVASION BY IRAQ. IT IS EXPECTED TO RE-OPEN MID 1991.

8658500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

BY PRICE

ABOVE PREMIUM (2.60 AND ABOVE) 2.0

PREMIUM (2.20-2.59) 2.3

BELOW PREMIUM (1.90-2.19) 1.8

MID (1.50-1.89) 70.7

LOW (1.10-1.49) 66.4

CHEAP (BLEW 1.10) 64.7

TOTAL 1.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

B) RADIO

C) NEWSPAPERS

D) MAGAZINES

E) COUPONS

F) POINT OF SALE

G) BILLBOARDS

H) CINEMA

I) SAMPLING

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

B) CARTONS

C) ADVERTISING

SPECIFIC T&N NUMBERS ON:

A) PACKS

B) CARTONS

C) ADVERTISING

*BUT TOLERATED AT EVENTS HELD INDOORS.

4658500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.4	1.6	1.5	1.4	1.8	1.8
PER CAPITA CONSUMPTION	176	190	175	165	190	200
COMPANY SHARES (%)						
1) SONATAM	72.4	59.9	60.8	63.7	51.4	52.5
2) ROTHMANS	4.0	10.0	11.8	13.0	28.1	30.0
3) PHILIP MORRIS	12.2	18.4	15.6	13.5	13.4	13.1
4) SEITA	9.8	8.3	7.9	8.8	6.7	4.2
5) R. J. REYNOLDS	--	3.4	3.7	0.7	0.5	0.1
6) BROWN & WILLIAMSON	--	--	0.2	0.2	--	--
OTHERS	1.6	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) LIBERTE	SONATAM	65.8	54.6	54.7	56.5	46.4	49.4
2) CLAREMONT	ROTHMANS	--	--	--	--	11.6	14.2
3) MARLBORO	PM	12.2	18.4	15.6	13.5	13.4	13.0
4) CRAVEN	ROTHMANS	4.0	7.5	7.0	7.6	10.2	9.3
5) DUNHILL INT'L	ROTHMANS	--	2.5	4.5	5.3	6.1	6.3
6) MANSA	SONATAM	6.4	5.0	6.1	7.2	5.0	3.1
7) GAULOISES	SEITA	9.8	8.3	7.9	6.6	4.3	3.0
8) FINE	SEITA	--	--	--	2.1	2.3	1.2
9) CAMEL	REYNOLDS	--	--	--	--	0.5	0.1
10) ROTHMANS KS	ROTHMANS	--	--	0.2	0.2	0.2	0.1

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	**1
C) NEWSPAPERS				1	1	**1
D) MAGAZINES				1	1	**1
E) COUPONS				N/A	N/A	**1
F) POINT OF SALE				*1	*1	**1
G) BILLBOARDS				2	2	**1
H) CINEMA				2	1	**1
I) SAMPLING				N/A	1	**1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						

*BUT SPECIFIC RESTRICTION FOR TOBACCO ADVERTISING.

**TO BE CHANNELLED THROUGH THE MONOPOLY.

250058596

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	630	635	640	645	640			
OF WHICH LOCAL MANUFACTURE: %	99.0	99.2	99.5	99.4	99.4			
IMPORTED FROM 1) US	1.0	0.8	0.4	0.3	0.3			
2) UK	--	--	0.4	0.3	0.3			
POPULATION TOTAL (MILLIONS)	0.32	0.32	0.32	0.32	0.32			
PER CAPITA CONSUMPTION	1969	1984	2000	2015	2000			
COMPANY SHARES								
1) CARRERAS OF MALTA	61.6	62.7	62.5	64.0	64.4			
2) MALTA TOBACCO (BAT)	29.8	31.2	30.3	29.5	29.5			
3) PM	2.7	2.7	2.8	3.1	3.0			
4) GALLAHER	0.8	2.0	3.3	2.5	2.5			
5) ATW	4.8	1.1	0.8	0.6	0.6			
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) ROTHMANS	ROTHMANS		CENTRAL CIGT. CO.	46.0	46.5	45.9	51.1	58.8
2) DU MAURIER	BAT		CENTRAL CIGT. CO.	25.0	26.4	25.6	24.0	23.2
3) DUNHILL	ROTHMANS		CENTRAL CIGT. CO.	15.0	15.6	15.0	15.4	11.2
4) MARLBORO	PM		ATW (MALTA)	2.7	2.7	2.8	3.1	2.7
5) SILK CUT	GALLAHER		GALLAHER	0.8	2.0	3.3	2.5	1.8
6) B&H	BAT		CENTRAL CIGT. CO.	5.0	4.7	4.7	2.3	1.7
7) MILDE SORT	ATW		ATW (MALTA)	4.0	0.6	0.5	0.3	0.3
8) RONSON	ATW		ATW (MALTA)	0.8	0.5	0.3	0.3	0.3
MARKET SEGMENTATION %								
FILTER				100	100	100	100	100

7500058597

PHILIP MORRIS INTERNATIONAL FACT BOOK

MALTA

	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
LOW (-15mg)	90.0	91.0	91.0	91.0	91.0	
HIGH/FULL FLAVOR (+15mg)	10.0	9.0	9.0	9.0	9.0	
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.5	3.2	3.1	3.4	3.0	
VIRGINIA	92.5	96.2	95.4	96.3	96.7	
EUROPEAN	4.0	0.6	0.5	0.3	0.3	
LENGTH SEGMENTATION %						
70 MM AND SHORTER	54.0	56.8	56.1	55.1	54.5	
71 MM TO 85 MM	46.0	43.2	43.9	44.9	45.5	
PACK TYPE SEGMENTATION %						
SOFT PACK	---	---	---	---	---	
FLIP TOP BOX	100.0	100.0	100.0	00.0	100.0	
PRINCESS PACK	---	---	---	---	---	
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	
B) RADIO	3	3	3	3	3	
C) NEWSPAPERS	1	1	1	1	1	
D) MAGAZINES	1	1	1	1	1	
E) COUPONS	2	2	2	2	2	
F) POINT OF SALE	1	1	1	1	1	
G) BILLBOARDS	3	3	3	3	3	
H) CINEMA	2	2	2	2	2	
I) SAMPLING	1	1	1	1	1	

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EEMA 30

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.1	14.0	14.8	14.8	14.7	14.2	
PER CAPITA CONSUMPTION	600	660	675	660	599	515	
COMPANY SHARES OF TOTAL MARKET (%)							
1)REGIE DES TABACS	90.0	89.9	91.4	90.2	88.7	88.2	
2)R.J. REYNOLDS	5.0	5.2	5.0	6.2	6.3	6.6	
3)PHILIP MORRIS	4.2	4.2	3.0	3.1	4.4	4.6	
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.3	0.3	0.2	
OTHERS	0.5	0.4	0.3	0.2	0.3	0.4	
BRAND FAMILY SHARES OF TOTAL MARKET (%)							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	47.8	47.4	51.8	50.7	47.0	45.1
2)MARQUISES	REGIE	5.1	5.0	4.6	7.2	11.9	13.9
3)OLYMPIC	REGIE	18.8	18.6	16.0	13.2	11.0	9.8
4)BEST	REGIE	6.6	6.8	6.1	6.7	7.3	7.5
5)WINSTON	R.J. REYNOLDS	4.9	5.1	4.9	6.0	6.2	6.5
6)MARLBORO	PHILIP MORRIS	4.2	4.1	3.0	3.1	4.4	4.5
7)MAGHREB	REGIE	3.8	3.9	3.7	3.7	3.2	2.9
8)MARVEL	REGIE	---	---	0.2	0.1	0.7	2.8
9)FAVORITES	REGIE	3.1	3.2	3.7	2.3	2.9	2.4
10)TROUPE FAR	REGIE	1.6	1.9	2.2	2.9	2.3	2.0
MARKET SEGMENTATION %							
FILTER		47.1	47.2	42.2	44.1	47.8	50.5
NON-FILTER		52.9	52.8	57.8	55.9	52.2	49.5
INTERNATIONAL/LOCAL SEGMENTATION (%)							
LOCAL		90.0	89.9	91.4	90.2	88.7	88.2
INTERNATIONAL		10.0	10.1	8.6	9.8	11.3	11.8

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EEMA 31

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

	1985	1986	1987	1988	1989	1990
COMPANY SHARES OF IMPORTS (%)						
1)R.J. REYNOLDS	49.9	51.4	58.1	62.5	56.1	56.5
2)PHILIP MORRIS	41.8	41.2	34.5	31.6	38.8	38.7
3)BROWN & WILLIAMSON	3.1	2.7	3.2	2.7	2.3	2.0
OTHERS	5.2	4.7	4.2	3.2	2.8	2.7

BRAND FAMILY SHARES OF IMPORTS (%)

BRAND NAME	MANUFACTURER						
1)WINSTON	R.J. REYNOLDS	48.5	50.0	56.4	60.6	54.8	55.2
2)MARLBORO	PHILIP MORRIS	41.5	41.0	34.4	31.4	38.7	38.7
3)KENT	BROWN & WILLIAMSON	3.1	2.7	3.2	2.7	2.3	2.0
4)CAMEL	R.J. REYNOLDS	1.1	1.1	1.3	1.7	1.2	1.1

(MOROCCO)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	***1
C) NEWSPAPERS				*3	*3	***3
D) MAGAZINES				*3	*3	***3
E) COUPONS				2	2	2
F) POINT OF SALE				3	3	***3
G) BILLBOARDS				3	3	***3
H) CINEMA				1	1	***1
I) SAMPLING				**3	**3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).

**DURING PROMOTIONS ONLY.

***SUBJECT TO APPROVAL OF MONOPOLY.

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EEMA 33

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	8.2	7.9	7.7	8.7	8.5	7.2
PER CAPITA CONSUMPTION	86	80	78	85	81	68
COMPANY SHARES (%)						
1)NIGERIA TOBACCO COMPANY (B.A.T.)	81.4	82.1	79.4	82.0	82.5	86.1
2)INTERNATIONAL TOBACCO COMPANY LIMITED (25%PM)	18.6	17.9	20.6	18.0	17.5	13.9

BRAND FAMILY%

BRAND NAME	MANUFACTURER						
1)THREE RINGS	NTC	31.9	36.1	32.1	35.7	35.1	38.2
2)SM	NTC	14.7	13.7	11.9	13.0	12.9	15.4
3)GOLD LEAF	NTC	9.9	12.4	13.7	10.8	13.0	12.7
4)HIGH SOCIETY	NTC	8.4	10.9	13.9	10.4	9.1	10.6
5)LINK	ITCL/PM	10.4	9.4	10.2	8.1	8.5	7.4
6)MARS	NTC	8.1	7.1	5.7	6.0	5.6	6.3
7GREEN SPOT	ITCL/PM	0.9	3.4	3.9	4.5	4.6	4.4
8)TARGET	ITCL/PN	3.8	4.6	6.5	5.2	3.9	1.9
9)BICYCLE	NTC	---	---	---	0.4	0.6	0.7
10)MARLBORO	ITCL/PM	1.7	0.3	0.1	0.2	0.4	0.1

MARKET SEGMENTATION %

FILTER	93.8	97.4	98.0	94.8	94.6	93.7
NON-FILTER	6.2	2.6	2.0	5.2	5.4	6.3

PRICE SEGMENTATION

PREMIUM	4.6	4.7	1.7	5.5	3.8	0.3
MEDIUM	28.7	30.6	38.5	33.2	33.5	31.2
LOW	66.7	64.7	59.8	61.2	62.7	68.5

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EEMA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				*1	1	2
B) RADIO				**1	1	3
C) NEWSPAPERS				***1	1	3
D) MAGAZINES				***1	1	3
E) COUPONS				N/A	1	3
F) POINT OF SALE				1	1	3
G) BILLBOARDS				1	1	3
H) CINEMA				1	1	3
I) SAMPLING				****2	1	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				NO	NO	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
				NO	NO	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	YES

*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.

**BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.

***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

****BY VOLUNTARY AGREEMENT SINCE 1982.

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EEMA 35

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.6	2.7	2.8	2.9	2.9
PER CAPITA	630	654	677	673	694
COMPANY SHARES (%)					
1)SKANDINAVISK TOBACCO CO. (STC)	37.9	39.9	42.1	46.5	49.4
2)PHILIP MORRIS	14.0	14.3	14.4	15.0	15.0
3)B.A.T.	14.8	13.9	13.5	12.6	11.7
4)BROWN & WILLIAMSON	9.4	8.8	7.9	8.3	7.9
5)ROTHMANS INTERNATIONAL	9.1	9.1	8.4	5.2	4.5
6)TIEDEMANN	8.2	7.8	8.1	8.0	7.2
7)R. J. REYNOLDS	4.8	4.6	4.1	2.9	3.1
OTHERS	1.8	1.6	1.4	1.5	1.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)PRINCE	STC	37.9	39.9	42.1	44.5	49.4
2)MARLBORO	P. M.	11.9	11.8	12.0	12.8	12.9
3)PALL MALL	BAT	13.8	12.7	12.6	11.8	10.9
4)BARCLAY	B&W	8.6	8.0	7.4	7.9	7.5
5)DUNHILL	R.I	6.7	6.5	6.3	4.3	3.8
6)PETTEROE'S	TIEDEMANN	2.1	2.4	2.5	2.7	3.0
7)MERIT	P. M.	1.8	2.4	2.3	2.1	1.9
8)SOUTH STATE	TIEDEMANN	3.3	2.7	2.3	2.1	1.7
9)SALEM	R.J.R.	2.0	2.0	1.8	1.3	1.2
10)CAMEL	R.J.R.	1.3	1.3	1.3	1.1	1.0

<u>(NORWAY)</u>	1985	1986	1987	1988	1989	1990
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (15 MG AND OVER)	65.0	60.2	55.8	52.6	48.8	45.4
LIGHTS (8-14	28.6	30.9	34.6	38.1	41.6	45.4
SUPERLIGHTS (0-7 MG)	6.5	9.1	9.7	9.3	9.6	9.2
MARKET SEGMENTATION (%)						
FILTER	89.9	91.4	92.6	93.4	94.0	94.6
NON-FILTER	10.1	8.6	7.4	6.6	6.0	5.4
SEGMENTATION BY PACK TYPE						
BOX	85.7	86.0	89.4	90.5	90.6	91.2
SOFT	14.3	13.9	10.6	9.5	9.4	8.8
PRINCESS	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10'S PACK	15.7	15.5	15.6	15.1	15.7	15.1
14'S PACK	0.3	0.1	0.0	0.0	0.0	0.0
20'S PACK	84.0	84.5	84.4	84.9	84.3	84.3
50'S PACK	---	---	---	---	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY SIZE						
67-75 MM	5.1	4.3	3.6	2.9	2.6	2.2
76-82 MM	6.2	5.4	5.1	4.4	3.3	3.1
83-85 MM	88.7	90.3	91.2	92.7	94.1	94.7
86 AND ABOVE	0.1	0.1	0.1	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MENTHOL SEGMENTATION						
MENTHOL	7.5	7.8	7.3	7.0	5.7	5.1
NON-MENTHOL	92.5	92.2	92.7	93.0	94.3	94.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

(NORWAY)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	2
D) MAGAZINES				2	2	2
E) COUPONS				N/A	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	PROHIBITED	PROHIBITED

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	PROHIBITED	PROHIBITED

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EEMA 38

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.3	1.2	1.1	1.1	1.1	1.1	
PER CAPITA CONSUMPTION	1074	959	867	851	847	856	
COMPANY SHARES (%)							
1)B.A.T.	45.3	46.4	45.1	43.5	43.6	43.3	
2)ROTHMANS INTERNATIONAL	41.7	38.5	38.4	37.1	35.3	33.8	
3)PHILIP MORRIS	4.5	5.8	7.1	8.7	10.2	12.2	
4)R. J. REYNOLDS	1.6	2.0	1.1	2.4	3.2	3.4	
5)GALLAHER	1.5	2.0	2.2	2.6	2.6	2.2	
6)BROWN & WILLIAMSON	1.7	1.2	1.0	1.0	1.0	0.8	
OTHERS	3.8	4.1	5.1	4.7	4.4	4.3	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)ROTHMANS	R.I.	31.4	28.5	26.7	22.7	20.9	19.8
2)PLAYERS GOLD LEAF	B.A.T.	31.5	27.2	21.7	18.6	16.9	16.1
3)MARLBORO	PHILIP MORRIS	4.2	5.5	6.5	7.9	9.7	11.7
4)CAPSTAN	B.A.T.	0.5	3.4	5.5	6.2	7.3	8.8
5)STATE EXPRESS	B.A.T.	8.5	8.8	8.5	8.6	8.7	8.4
6)DUNHILL	R.I.	6.7	7.5	8.0	7.4	7.1	6.6
7)CRAVEN A	R.I.	1.3	1.2	2.3	5.5	6.0	6.1
8)WILLS GOLD FLAKE	B.A.T.	--	--	--	1.4	3.8	4.3
9)BENSON & HEDGES	B.A.T.	3.4	3.5	3.3	3.4	3.3	3.0
10)SILK CUT	GALLAHER	1.3	1.5	1.9	2.5	2.4	2.1
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR (10-12 MG)		97.5	96.7	95.6	93.3	91.7	90.9
LIGHTS (6-9 MG)		2.2	2.5	3.3	5.3	6.9	7.9
SUPERLIGHTS (<6 MG)		0.3	0.9	1.1	1.4	1.4	1.2

PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.1	1.0	0.9	1.0	0.9	0.9
PREMIUM	40.6	39.5	38.5	36.7	37.1	37.1
BELOW PREMIUM	2.0	14.0	14.5	13.3	12.7	11.4
MEDIUM	17.7	35.0	27.8	25.6	24.2	23.3
LOW	36.7	3.6	6.9	7.9	13.4	14.7
CHEAP	1.9	6.9	11.4	15.5	11.7	12.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

BY BLEND

UK	91.4	90.2	89.8	88.2	85.5	83.7
US	7.8	9.1	9.2	11.7	13.8	15.4
OTHERS	0.8	0.7	1.0	0.1	0.7	0.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				1	1	1
F) POINT OF SALE				*3	*3	1
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.

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EEMA 40

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	93.0	98.0	96.0	95.3	86.0	97.5
POPULATION IN MILLIONS	36.7	36.7	36.7	36.7	36.7	36.7
PER CAPITA CONSUMPTION	2,534	2,670	2,616	2,597	2,343	2,657

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2
B) RADIO	2
C) NEWSPAPERS	1
D) MAGAZINES	1
E) COUPONS	1
F) POINT OF SALE	1
G) BILLBOARDS	1
H) CINEMA	1
I) SAMPLING	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES
B) CARTONS	NO
C) ADVERTISING	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES
B) CARTONS	NO
C) ADVERTISING	NO

2500058609

EEMA 41

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.6	0.6
PER CAPITA CONSUMPTION	2030	1747	1697	1670	1633	1862
COMPANY SHARES (%)						
1) ROTHMANS INTERNATIONAL	50.0	44.5	44.1	44.0	45.5	42.3
2) PHILIP MORRIS	11.2	14.6	16.9	19.6	20.2	22.7
3) B.A.T.	29.7	29.3	27.2	25.2	21.4	21.9
4) R.J. REYNOLDS	1.4	2.4	2.3	1.7	4.1	5.2
5) GALLAHER	3.3	3.9	3.7	3.0	3.0	2.5
6) BROWN & WILLIAMSON	3.3	3.4	2.9	2.9	2.8	2.1
OTHERS	1.0	2.0	2.9	3.6	3.0	3.3

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	10.9	14.1	16.3	18.6	18.9	18.5
2) ROTHMANS	R.I.	35.5	31.0	27.3	25.9	23.2	17.7
3) JUBILEE	R.I.	3.2	2.1	5.6	8.0	13.3	17.2
4) WILLS	B.A.T.	---	---	---	---	4.2	7.6
5) PLAYERS GOLD LEAF	B.A.T.	17.7	15.7	11.9	11.1	6.9	6.5
6) DUNHILL	R.I.	8.9	8.0	7.3	6.5	6.1	4.8
7) STATE EXPRESS 555	B.A.T.	8.4	9.2	8.1	7.3	5.3	3.7
8) L&M	PHILIP MORRIS	0.0	0.1	0.3	0.5	0.8	3.7
9) GOLD COAST	R.J. REYNOLDS	0.0	0.0	0.0	0.1	1.1	2.7
10) BENSON & HEDGES	B.A.T.	3.6	3.8	3.6	3.2	2.8	2.6

TASTE CATEGORY SEGMENTATION (%)

FULL FLAVOR	94.4	92.0	89.5	88.5	86.8	84.7
LIGHTS	4.3	6.1	8.2	9.3	10.7	13.0
SUPERLIGHTS	1.3	1.9	2.3	2.2	2.4	2.3

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EEMA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	2.2	3.2	3.0	1.9	1.7	1.3
PREMIUM	62.0	58.9	55.3	53.7	53.0	46.0
BELOW PREMIUM	3.2	16.7	16.5	15.7	11.1	7.9
MEDIUM	10.3	16.5	14.0	14.6	9.4	1.2
LOW	22.3	2.1	2.0	2.2	1.8	10.0
CHEAP	0.0	2.6	9.1	11.8	23.0	33.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

BY BLEND

UK	82.8	77.3	74.4	72.0	71.5	67.9
US	16.1	20.7	22.7	24.5	26.6	30.4
OTHERS	1.0	2.0	2.9	3.5	1.9	1.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	*3	*3	3
G) BILLBOARDS	2	2	2
H) CINEMA	2	2	2
I) SAMPLING	**3	**3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

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EEMA 43

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

1985 1986 1987 1988 1989 1990

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES

YES

YES

B) CARTONS

NO

NO

NO

C) ADVERTISING

NO

NO

NO

*NO ADVERTISING IN FRONT OF OUTLET.

**TOBACCO SAMPLING PROHIBITED IN PUBLIC PREMIS

2500058612

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1985	1986	1987	1988	1989	1990
TOTAL MARKET (BILLIONS)	0.9	0.9	0.9	1.0	1.0	0.9
PER CAPITA CONSUMPTION (TOTAL POPULATION)	1,700	1,670	1690	1804	1725	1561

8 COMPANY SHARES

1)BAT	44.7	45.8	48.3	50.2	52.3	51.7
2)SITAR (SEITA)	37.1	31.9	28.1	26.7	23.4	22.4
3)PHILIP MORRIS	5.5	7.0	8.4	9.4	10.7	12.6
4)ROTHMANS INTERNATIONAL	12.0	13.1	12.6	12.1	12.1	11.7
OTHERS	0.7	2.2	2.6	1.6	1.5	1.6

8 BRAND FAMILY SHARES

BRAND NAME	MANUFACTURER						
1)GLADSTONE	BAT	375	37.0	38.2	39.9	42.0	41.4
2)GAULOISES	SITAR	20.9	19.0	16.7	14.0	12.9	12.4
3)MARLBORO	PM	4.4	5.6	6.6	7.5	8.2	10.5
4)BENSON & HEDGES	BAT	6.1	7.9	8.5	9.4	9.4	9.5
5)P. STUYVESANT	RI	4.7	6.0	5.6	5.5	6.1	6.0
6)ROYALE	SITAR	5.3	4.0	4.1	3.4	4.9	4.5
7)BASTOS	SITAR	7.7	6.6	5.5	4.8	4.2	3.7
8)CRAVEN A	RI	5.4	5.4	5.3	4.2	3.9	3.6
9)PHILIP MORRIS LIGHTS	PM	1.1	1.5	1.7	1.9	2.2	1.8
10)DUNHILL	RI	1.6	1.5	1.5	1.6	1.5	1.6

2500058615

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				2	2	2
F) POINT OF SALE				1	1	3
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

2500058614

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: RUMANIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.0	35.0	34.0	33.0	31.9	32.0
POPULATION IN MILLIONS	23.5	23.5	23.5	23.4	23.3	23.2
PER CAPITA CONSUMPTION	1,532	1,489	1,447	1,410	1,369	1,379

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1
B) RADIO	1
C) NEWSPAPERS	1
D) MAGAZINES	1
E) COUPONS	1
F) POINT OF SALE	1
G) BILLBOARDS	1
H) CINEMA	1
I) SAMPLING	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO
B) CARTONS	NO
C) ADVERTISING	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO
B) CARTONS	NO
C) ADVERTISING	NO

2500058615

EEMA 47

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.3	13.2	12.7	13.1	13.7	14.5
PER CAPITA CONSUMPTION	1323	1100	1060	830	970	1030
COMPANY SHARES (%)						
1) PHILIP MORRIS	35.7	36.7	39.7	38.9	38.3	41.0
2) R.J. REYNOLDS	2.5	5.4	11.8	18.5	19.2	17.4
3) B.A.T.	11.2	9.0	8.3	7.8	10.2	11.9
4) ROTHMANS INTERNATIONAL	30.3	23.6	20.5	15.1	13.0	11.3
5) BROWN & WILLIAMSON	3.3	3.8	4.7	5.4	5.2	3.8
6) ST. PAULS	10.5	10.6	4.3	4.0	3.9	4.1
7) EASTERN	1.9	2.7	2.2	2.1	2.4	1.9
8) GALLAHER	2.3	2.2	2.1	1.8	1.6	1.9
OTHERS	2.3	6.0	6.4	6.4	6.2	6.8

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	32.3	33.7	33.2	31.1	30.7	32.4
2) GOLD COAST	R.J.R.	0.1	3.0	9.8	17.0	17.6	15.6
3) PLAYERS GOLD LEAF	B.A.T.	7.2	5.4	3.9	4.1	6.3	7.8
4) ROTHMANS	R.I.	23.4	17.0	14.5	10.4	8.9	7.7
5) VISA	PHILIP MORRIS	--	0.1	3.0	5.3	5.0	4.5
6) LONDON	ST. PAULS	10.5	10.6	4.3	4.0	3.9	4.1
7) KAMARAN	N.T.M.C. YEMEN	0.9	1.7	2.2	2.9	2.8	2.1
8) CLEOPATRA	EASTERN	1.9	2.7	2.2	2.1	2.4	1.9
9) BARCLAY	B&W	0.1	0.2	0.9	2.2	2.5	1.5
10) L&M	PHILIP MORRIS	1.2	0.9	0.8	0.8	1.2	2.8

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	89.3	87.7	85.4	82.5	80.7	79.3
LIGHTS (6-10 MG)	9.3	9.9	10.5	12.7	14.6	16.0
SUPERLIGHTS (0-5 MG)	1.4	2.4	4.1	4.8	4.7	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
BY BLEND						
UK	55.5	49.1	38.9	32.2	32.8	33.2
US	42.5	48.1	58.9	65.8	64.7	64.9
OTHERS	2.0	2.8	2.3	2.1	2.4	2.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
PRICE SEGMENTATION (%)						
ABOVE PREMIUM (4.00 AND ABOVE)	3.6	3.7	3.1	2.2	2.0	1.8
PREMIUM (3.50)	68.2	59.9	56.7	49.2	47.1	47.7
BELOW PREMIUM (3.00)	4.3	5.2	8.0	8.7	7.2	5.2
MEDIUM (2.50)	7.2	7.2	5.0	0.9	1.2	1.0
LOW (2.00)	16.3	8.9	8.5	12.4	12.9	23.6
CHEAP (1.50)	0.4	15.2	18.7	26.6	29.6	20.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

2500058617

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	*2
D) MAGAZINES				*2	*2	>2
E) COUPONS				2	2	2
F) POINT OF SALE				2	**2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				YES	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				N/A	N/A	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
				YES	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	NO

*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.

**SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

819850009Z

EEMA 50

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,206	2,129	2,020	1890	1819	1815
PERCAPITA CONSUMPTION	342	325	314	286	246	255
COMPANY SHARES (%)						
1) MTOA	53.2	44.5	34.0	28.3	36.4	53.3
2) PHILIP MORRIS	20.3	20.7	28.6	29.3	29.0	20.0
3) ROTHMANS INTERNATIONAL	12.3	8.1	9.5	8.8	9.6	16.7
4) SEITA	4.4	3.2	2.9	2.8	3.9	7.9
5) B.A.T.	4.6	6.4	10.3	18.6	14.3	1.8
6) REYNOLDS	3.2	13.1	13.6	11.9	6.4	0.2
7) TABACOFINA	1.3	2.2	0.1	--	--	--
OTHERS	0.7	1.8	1.0	0.3	0.4	0.0

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) VIKING BLONDES	MTOA	---	---	---	2.5	8.3	30.5
2) MARLBORO	P.M. (LIC.)	20.3	20.7	20.9	21.1	18.0	19.7
3) CAMELIA	MTOA	41.6	34.5	25.3	18.7	15.9	14.1
4) DUNHILL	R.I.	1.0	2.9	4.3	3.1	5.7	12.3
5) GAULOISES	SEITA	3.3	2.3	2.4	2.0	3.4	7.5
6) NELSON	MTOA	---	---	---	---	6.7	5.6
7) PETER STUYVESANT	ROTHMANS	10.8	4.8	4.7	4.6	3.1	3.7
8) JOB	MTOA	7.8	6.1	5.8	5.0	4.1	2.2
9) BENSON & HEDGES	BAT	4.6	5.5	5.7	5.4	3.8	1.3
10) SPRINT	MTOA	---	---	---	---	0.2	0.8

2500058619

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1985	1986	1987	1988	1989	1990
SEGMENTATION BY BLEND						
US	25.7	39.0	48.1	55.1	53.6	27.0
UK	18.3	15.2	17.0	18.0	22.2	48.7
LOCAL	55.4	45.6	34.5	26.6	22.5	18.3
OTHERS	0.6	0.2	0.4	0.3	1.7	6.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

SEGMENTATION BY PRICE CATEGORY

ABOVE PREMIUM	0.3	0.8	2.2	2.2	1.8	3.5
PREMIUM	26.1	28.8	31.1	30.3	28.4	31.8
HIGH	16.7	14.0	7.5	5.7	4.2	4.0
MEDIUM HIGH	1.0	9.8	25.6	36.0	40.5	44.4
MEDIUM LOW	8.0	7.2	3.5	3.0	6.4	2.2
LOW	47.9	39.4	30.1	22.8	18.7	14.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2
B) RADIO		1	1	*3
C) NEWSPAPERS		1	1	*3
D) MAGAZINES		1	1	*3
E) COUPONS		N/A	1	*3
F) POINT OF SALE		1	1	*3
G) BILLBOARDS		1	1	*3
H) CINEMA		*1	1	*3
I) SAMPLING		**2	1	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

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EEMA 52

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

1985 1986 1987 1988 1989 1990

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES

YES

YES

B) CARTONS

NO

NO

NO

C) ADVERTISING

NO

NO

NO

*BUT NO ADVERTISING OF TOBACCO DURING CINEMA S "YOUNG PEOPLE".

**PROHIBITED SINCE 9-11-81.

2500058621

EEMA 53

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	11.1	11.2	10.9	10.6
PER CAPITA	1,339	1,337	1,322	1,325	1,293	1253
COMPANY SHARES (%)						
1)SWEDISH TOBACCO CO. (STA)	87.3	87.1	87.2	86.9	85.9	85.3
2)PHILIP MORRIS	9.9	10.0	9.9	10.0	11.0	11.3
3)B.A.T.	1.4	1.4	1.4	1.3	1.3	1.2
4)R.J. REYNOLDS	0.6	0.7	0.7	0.8	1.0	1.1
5)BROWN & WILLIAMSON	0.4	0.4	0.4	0.4	0.4	0.4
OTHERS	0.4	0.4	0.4	0.6	0.4	0.6

BRAND SHARES %

BRAND NAME	MANUFACTURER						
1)BLEND	STA	33.6	34.4	35.8	36.5	37.4	38.2
2)PRINCE	STA	26.6	26.9	26.6	26.9	26.0	24.7
3)MARLBORO	PM	5.9	6.3	6.6	7.1	8.3	8.8
4)RIGHT	STA	5.3	6.0	6.7	7.1	7.3	8.0
5)JOHN SILVER	STA	7.4	7.1	6.7	6.4	5.8	5.5
6)COMMERCE	STA	7.4	6.5	5.9	5.2	4.7	4.2
7)GLENN	STA	3.0	2.8	2.6	2.3	2.1	2.0
8)BOND	PM	2.5	2.3	2.1	1.9	1.8	1.7
9)HOBSON	STA	1.6	1.4	1.3	1.2	1.1	1.0
10)CAMEL	RJR	0.4	0.5	0.5	0.6	0.8	0.9

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EEMA 54

(SWEDEN)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
FILTER	92.9	93.4	94.0	94.4	94.9	95.5
NON-FILTER	7.1	6.6	6.0	5.6	5.1	4.5
PRICE SEGMENTATION (%)						
HIGH	44.3	42.2	40.1	39.6	39.1	38.0
LOW	55.7	57.8	59.9	60.4	60.9	62.0
TASTE CATEGORY SEGMENTATION (%)						
HIGH/FULL FLAVOR (ABOVE 14)	46.5	45.5	44.0	42.7	41.1	38.2
MEDIUM (9-14)	42.1	43.1	43.0	42.9	42.7	42.3
LOW (0-8)	11.4	11.4	13.0	14.4	16.2	19.4
SEGMENTATION BY TAX CLASSES						
TAX CLASS I (EXPANDED)	7.4	10.2	11.9	12.9	13.1	13.6
TAX CLASS I (REGULAR)	48.3	47.6	48.0	47.5	47.8	48.4
TOTAL CLASS I	55.7	57.7	59.9	60.4	60.9	62.0
TAX CLASS II	44.3	42.3	40.1	39.6	39.1	38.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY PACK TYPE						
BOX	50.3	52.7	55.3	58.3	61.3	63.7
SOFT	49.7	47.3	44.7	41.7	38.6	36.3
PRINCESS	0.0	0.0	0.0	0.0	0.1	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10'S PACK	1.4	1.3	1.3	1.0	1.4	1.5
14'S PACK	0.1	0.1	0.0	0.0	0.0	0.0
20'S PACK	98.5	98.6	98.7	99.0	98.6	98.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

(SWEDEN)	1985	1986	1987	1988	1989	1990
SEGMENTATION BY TAR NUMBERS						
21 MG +	7.0	6.4	5.9	5.4	4.9	4.3
16-20 MG	38.6	38.4	37.4	36.4	34.9	32.9
11-15 MG	42.8	43.7	43.5	43.6	43.9	42.9
6-10 MG	5.9	5.6	6.7	7.6	8.5	11.3
1-5 MG	5.6	5.7	6.5	6.8	7.7	8.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY SIZE						
67-75 MM	13.6	12.2	11.2	10.1	9.2	8.4
76-82 MM	44.3	46.9	49.8	52.8	54.6	56.5
83-85 MM	41.2	40.0	38.1	36.0	34.0	32.7
86 AND ABOVE	0.8	0.9	0.9	1.0	2.2	2.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MENTHOL SEGMENTATION						
MENTHOL	8.4	8.8	9.2	9.4	9.6	9.6
NON-MENTHOL	91.6	91.2	90.8	90.6	90.4	90.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				N/A	N/A	N/A
B) RADIO				N/A	N/A	N/A
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				N/A	3	3
F) POINT OF SALE				3	3	3
G) BILLBOARDS				2	2	3
H) CINEMA				*2	2	3
I) SAMPLING				3	3	3

*SINCE JULY 1, 1979

2500058624

EEMA 56

(SWEDEN)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
YES	YES	YES

SPECIFIC T&N NUMERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
YES	YES	YES

2500058625

EEMA 57

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.8	15.8	15.9	15.9	16.0	15.9
PER CAPITA CONSUMPTION	2,431	2,426	2,436	2,395	2,392	2,399
COMPANY SHARES (%)						
1) PHILIP MORRIS	37.0	37.3	38.0	38.4	39.7	41.7
2) BURRUS	22.7	22.9	22.4	21.3	20.6	18.8
3) B.A.T.	19.8	19.6	19.3	19.2	18.5	18.8
4) REYNOLDS	6.3	7.0	8.0	9.0	9.6	9.6
5) ROTHMANS (LAURENS)	6.0	5.7	5.4	5.5	5.2	5.1
6) RINSOZ & ORMOND	6.2	5.8	5.3	4.9	4.7	4.4
7) REEMTSMA	1.7	1.6	1.6	1.5	1.5	1.4
OTHERS	0.3	0.1	0.2	0.2	0.2	0.2

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	16.5	17.1	17.8	18.5	19.9	21.4
2) MURATTI	PHILIP MORRIS	10.1	10.0	9.7	9.4	9.1	9.0
3) SELECT	BURRUS	11.1	11.1	11.0	10.5	10.1	8.9
4) PARISIENNE	BURRUS	10.2	10.4	10.1	9.8	9.4	8.8
5) CAMEL	REYNOLDS	5.3	5.8	6.6	7.3	7.7	7.6
6) MARYLONG	B.A.T.	8.5	8.3	8.0	7.8	7.4	7.5
7) BRUNETTE	PHILIP MORRIS	6.8	6.6	6.3	6.0	5.5	5.4
8) BARCLAY	B.A.T.	4.4	4.6	4.7	4.8	4.7	4.8
9) GAULOISES	R & O	5.2	4.8	4.4	4.2	3.9	3.7
10) PHILIP MORRIS	PHILIP MORRIS	0.8	1.1	1.5	2.0	2.7	3.2

9298500052

<u>(SWITZERLAND)</u>	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
FILTER	96.4	96.8	97.0	97.2	97.3	97.5
NON-FILTER	3.6	3.2	3.0	2.8	2.7	2.5
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (11 MG AND OVER)	52.6	51.1	49.8	48.2	46.8	46.0
LIGHTS (6-10 MG)	27.5	27.6	28.1	29.0	29.6	29.6
EXTRA LIGHTS (0-5 MG)	19.9	21.2	22.1	22.7	23.6	24.4
SEGMENTATION BY PACK TYPE						
BOX	40.2	41.9	44.3	46.8	49.9	52.8
SOFT	57.2	55.7	53.4	51.0	48.1	45.3
OTHERS	2.6	2.4	2.3	2.2	2.0	1.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY TOBACCO TYPE						
BLENDED	51.3	52.3	54.1	56.1	58.4	60.0
MARYLAND	41.9	41.4	40.2	38.6	36.7	34.8
BLACK	6.8	6.3	5.7	5.3	4.9	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	*3
D) MAGAZINES				1	1	*3
E) COUPONS				*2	2	2
F) POINT OF SALES				1	1	1
G) BILLBOARDS				3	3	*3
H) CINEMA				3	3	*3
I) SAMPLING				3	3	3

*BANNED BY INDUSRTY AGREEMENT.

1798500052

(SWITZERLAND)

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTING
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
 B) CARTONS
 C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
NO	NO	NO	NO

2500058628

EEMA 60

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1985	1986	1987	1988	1989	1990	
TOTAL MARKET (BILLIONS)	7.3	7.4	7.4	7.4	7.5	8.3	
PER CAPITA CONSUMPTION	1014	1028	1012	985	944	1060	
COMPANY SHARES (%)							
1)MONOPOLIES (RNTA/MTK)	95.2	98.6	98.3	97.1	96.9	96.6	
2)SEITA	2.2	0.6	1.0	1.5	1.5	1.5	
3)PHILIP MORRIS	1.9	0.4	0.5	1.1	1.4	1.5	
OTHER IMPORTS	0.7	0.4	0.2	0.3	0.2	0.4	
COMPANY SHARES - IMPORTS (%)							
1)PHILIP MORRIS	39.7	26.2	31.5	37.6	43.3	44.9	
2)SEITA	45.3	41.5	58.7	50.5	48.2	44.5	
3)R.J. REYNOLDS	6.4	11.7	6.4	9.4	7.0	7.7	
4)ROTHMANS INTERNATIONAL	3.9	9.1	0.6	1.2	--	--	
OTHERS	4.7	11.5	2.8	1.3	1.5	2.9	
% BRAND FAMILY SHARES - IMPORTS (%)							
BRAND NAME	MANUFACTURER						
1)ROYALE	SEITA	42.6	36.6	54.3	48.6	44.9	41.6
2)MARLBORO	PM	31.1	19.9	24.9	32.1	39.7	40.8
3)CAMEL	RJR	2.0	3.3	3.9	4.0	3.4	4.4
4)LARK	PM	7.8	5.2	6.1	5.0	3.2	3.6
5)GAULOISES	SEITA	1.1	3.5	2.6	1.6	2.4	2.3
6)WINSTON	RJR	3.0	4.3	0.6	3.7	1.9	1.9
7)MORE	RJR	0.8	1.8	1.2	1.4	1.2	1.1
8)BENSON & HEDGES	BAT	0.6	2.3	0.2	0.2	0.4	0.8
9)GITANES	SEITA	1.4	.15	1.9	0.2	0.9	0.7
10)SALEM	RJR	0.6	1.2	---	0.3	0.4	0.4

2500058629

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS:	1) YES 2) BANNED 3) RESTRICTED					
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				2	2	2
F) POINT OF SALE				1	1	1
G) BILLBOARDS				3	3	3
H) CINEMA				3	3	3
I) SAMPLING				3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS B) CARTONS C) ADVERTISING					
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS B) CARTONS C) ADVERTISING					
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO

2500058630

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	63.5	65.3	71.8	68.8	74.5	76.7
PER CAPITA CONSUMPTION	1,290	1,278	1,400	1,320	1,420	1,475

COMPANY SHARES OF TOTAL MARKET (%)

1) TEKEL	93.9	89.1	85.0	85.7	84.1	79.6
2) PHILIP MORRIS	4.5	9.4	13.3	12.3	13.7	17.7
3) R.J. REYNOLDS	0.4	0.5	0.8	1.1	1.2	1.5
4) RINSOZ & ORMOND	0.5	0.4	0.4	0.5	0.5	0.4
5) BAT	0.4	0.3	0.3	0.3	0.4	0.5
6) ROTHMANS INTERNATIONAL	0.3	0.2	0.2	0.2	0.2	0.2
OTHERS	---	---	---	---	---	0.1

BRAND FAMILY SHARES OF TOTAL MARKET (%)

BRAND NAME						
1)MALTEPE	52.5	55.5	54.2	56.2	53.1	46.8
2)SAMSUN	23.6	16.5	17.9	18.8	19.0	19.0
3)MARLBORO	4.4	9.0	12.3	10.0	10.8	14.6
4)TEKEL 2000	---	---	---	---	2.1	5.8
5)BIRINCI	7.6	7.6	6.5	5.4	5.0	4.1
6)PARLIAMENT	0.1	0.4	1.1	2.2	2.8	3.1
7)CAMEL	0.1	0.2	0.5	0.8	1.0	1.3
8)BAFRA	4.0	3.7	2.1	2.0	1.5	1.1
9)TOKAT	2.4	3.0	2.1	1.3	1.3	1.1
10)BITLIS	2.5	1.9	1.6	1.3	1.2	0.9

MARKET SEGMENTATION (%)

FILTER	89.1	90.3	91.8	93.1	93.6	94.9
NON-FILTER	10.9	9.7	8.2	6.9	6.4	5.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1985	1986	1987	1988	1989	1990
COMPANY SHARES OF IMPORTED SEGMENT (%)						
1) PHILIP MORRIS	73.3	86.5	88.6	85.8	86.0	86.7
2) R.J. REYNOLDS	7.2	5.0	5.2	7.5	7.3	7.2
3) B.A.T.	6.4	2.6	1.8	1.8	2.3	2.3
4) RINSOZ & ORMOND	7.8	3.5	2.9	3.3	3.0	2.2
5) ROTHMANS INTERNATIONAL	2.4	2.0	1.2	1.4	1.1	1.0
OTHERS	0.9	0.5	0.3	0.2	0.3	0.6
BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)						
1) MARLBORO	72.1	82.9	81.6	70.6	68.2	71.6
2) PARLIAMENT	1.2	3.6	7.0	15.2	17.8	15.1
3) CAMEL	2.0	2.1	3.1	5.8	6.1	6.4
4) SAMSUN	7.8	3.5	2.5	3.2	2.9	2.1
5) SALEM	1.1	0.8	0.8	0.7	0.8	0.8
6) BARCLAY	---	---	---	0.1	0.7	0.8
7) KENT	3.3	1.3	0.9	0.8	0.7	0.7
8) HB	0.8	0.4	0.4	0.5	0.7	0.7
9) ROTHMANS	2.3	1.2	0.8	0.8	0.6	0.6
10) SENATOR	---	---	---	---	---	0.3

2500058632

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				*1	*1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				**NO	**NO	***YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.

**NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISESTED BY/AGREED WITH TEKEL.

***PRESS

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EEMA 65

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.6	2.3	2.2	2.3	2.6	2.9
PER CAPITA CONSUMPTION	1,950	1,680	1,560	1,550	1,745	1,925
COMPANY SHARES (%)						
1)B.A.T.	32.2	34.9	34.9	29.5	29.4	29.2
2)PHILIP MORRIS	15.5	16.8	19.2	19.3	19.4	22.0
3)R.J. REYNOLDS	1.7	3.3	3.2	13.0	19.5	21.7
4)ROTHMANS INTERNATIONAL	40.9	33.4	30.4	26.7	20.3	16.7
5)BROWN & WILLIAMSON	2.5	3.1	3.9	4.8	5.0	4.1
6)GALLAHER	3.6	3.8	3.0	2.3	2.0	1.7
OTHERS	3.5	4.5	5.3	4.6	4.5	4.8

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	14.9	16.1	18.3	18.3	17.7	18.1
2)WILLS GOLD FLAKE	B.A.T.	---	---	---	2.0	9.9	12.6
3)DORCHESTER	R.J. REYNOLDS	---	0.1	0.3	4.3	8.2	11.4
4)ROTHMANS	R.I.	24.7	19.7	17.8	14.8	11.1	8.9
5)GOLD COAST	R.J. REYNOLDS	---	0.5	0.8	5.3	7.9	7.8
6)DUNHILL	R.I.	12.6	10.1	9.0	8.4	6.7	5.4
7)PLAYERS GOLD LEAF	B.A.T.	16.8	13.7	12.0	9.4	6.3	5.2
8)CAPSTAN	B.A.T.	1.1	2.9	4.4	5.0	4.2	3.9
9)BENSON & HEDGES	B.A.T.	5.9	5.7	5.6	4.4	3.7	3.5
10)L&M	PHILIP MORRIS	---	0.1	0.1	0.2	1.0	3.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	91.3	88.7	85.8	81.9	80.1	79.3
LIGHTS (6-10 MG)	8.1	9.7	12.4	16.0	17.8	18.6
SUPERLIGHTS (0-6 MG)	0.6	1.6	1.8	2.2	2.1	2.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
BY BLEND						
UK	76.6	73.2	69.4	63.6	62.1	61.6
US	21.0	24.7	27.8	34.2	36.5	37.8
OTHERS	2.5	2.1	2.8	2.2	1.3	0.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				1	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				3	3	3
H) CINEMA				3	3	1
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

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EEMA 67

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: YUGOSLAVIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	54.9	55.1	55.1	59.2	56.8	54.2
PER CAPITA CONSUMPTION	2391	2371	2350	2510	2400	2300
MARKET SEGMENTATION (%)						
LICENSEE	13.9	15.8	19.9	20.8	16.3	21.2
LOCAL BRANDS	86.1	84.2	80.1	79.2	83.7	75.6
IMPORTS	---	---	---	---	---	3.2
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) BRINKMANN/BAT	74.5	74.3	68.7	72.0	71.9	64.7
2) PHILIP MORRIS	8.4	11.7	10.9	11.4	16.3	22.5
3) R.J. REYNOLDS	2.9	2.2	4.2	4.0	1.5	4.2
4) AUSTRIAN TABAKWERKE	8.5	6.0	7.3	6.6	5.8	3.0
5) ROTHMANS INTERNATIONAL	1.7	2.3	1.7	2.2	2.1	2.4
6) BROWN & WILLIAMSON	0.7	0.9	3.8	1.6	1.0	2.4
7) REEMTSMA	3.3	2.6	3.4	2.1	1.4	0.8
OTHERS	---	---	---	0.1	---	---
BRAND FAMILY SHARES - LICENSEE SEGMENT (%)						
BRAND NAME	MANUFACTURER					
1) LORD	BRINKMANN	67.8	59.3	67.6	69.6	64.7
2) MARLBORO	PHILIP MORRIS	9.9	8.2	7.4	10.4	16.8
3) BOND STREET	PHILIP MORRIS	1.8	2.8	4.0	5.9	5.6
4) WINSTON	R.J. REYNOLDS	1.8	3.3	3.9	1.4	4.2
5) MIDE SORTE	ATW	6.0	7.3	6.6	5.8	3.0
6) DUNHILL	R.I.	2.2	1.7	2.2	2.1	2.4
7) KENT	B&W	0.9	3.8	1.6	1.0	2.4
8) ASTOR	REEMTSMA	2.6	3.4	2.1	1.4	0.8
9) HB	BAT	6.5	9.4	4.3	2.3	---
10) CAMEL	R.J. REYNOLDS	0.4	0.8	0.2	0.1	---

PHILIP MORRIS INTERNATIONAL FACT BOOK

(YUGOSLAVIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				*2	2	2
B) RADIO				*2	2	2
C) NEWSPAPERS				*2	2	2
D) MAGAZINES				*3	2	2
E) COUPONS				N/A	2	2
F) POINT OF SALE				3	3	1
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				**3	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO

*RESTRICTED TO NEW PRODUCT LAUNCHES-BY LAW AND PUBLICATION OF AWARDS WHICH GAVE WARNING FOR QUALITY OF THE PRODUCT.
 **AT POINT OF SALE ALLOWED. DISTRIBUTION OF FREE SAMPLES ARE PROHIBITED.

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EEMA 69